



Foreign Agricultural Service

**GAIN Report**

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## **Canada**

### **Market Development Reports**

#### **ASIAN APPEAL**

**2002**

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#### **Report Highlights:**

**Asian foods now appeal to Canadian consumers across the board with an emphasis on premium imports and domestically produced high quality items.**

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Includes PSD changes: No  
Includes Trade Matrix: No  
Unscheduled Report  
Ottawa[CA1], CA

## ASIAN APPEAL

Asian foods now appeal to Canadian consumers across the board with an emphasis on premium imports and domestically produced high quality items. This, according to a feature article in the December 2001 issue of Grocer Today magazine.

Like many foreign products welcomed into the Canadian marketplace, Asian food has been assimilated into the mainstream. It was a gradual process, given a substantial boost by the massive Asian immigration wave of the 1980's. With first-generation families arriving from Japan, China, Hong Kong and Taiwan, retailers were quick to realize that certain staples - rice, noodles and soy sauce, for example - had to be supplemented by a wider range and greater variety of products, catering to a predominantly Asian clientele. By the mid- 1990's, chain stores had created wholly Asian-food sections, and by the turn of the millennium, the emphasis was on premium imports and domestically produced items of exceptional quality, including specialty rices, fresh noodles and assorted sauces containing the finest and healthiest ingredients, and the appearance of exclusively Asian supermarkets in two of Canada's major Asian populated centers, Vancouver and Toronto.

Authenticity, reliability, packaging and convenience have been cited as some of the important factors to consider in the Asian food market, as in many other markets.

Source: Grocery Today, December 2001.

## WESTERN CANADA CONSUMER SALES OF ASIAN FOODS

	Dollar Sales Cdn\$.	Dollar Sales % Change	Physical Volume % Change
NATIONAL			
Total Frozen Dinners & Entrees including egg/spring rolls & meat pies	966,770,000	+13	+10
Oriental Sauces	62,043,000	+4	+1
Oriental Noodles & Instant Light Lunches	71,796,000	+3	+3
Regular Packaged Rice	124,909,000	+4	+9
MANITOBA/SASKATCHEWAN			
Total Frozen Dinners & Entrees including egg/spring rolls & meat pies	51,588,000	+16	+12
Oriental Sauces	4,555,000	+7	6
Oriental Noodles & Instant Light Lunches	6,443,000	+6	+4
Regular Packaged Rice	9,831,000	+3	+5
ALBERTA			

Total Frozen Dinners & Entrees including egg/spring rolls & meat pies	87,820,000	+15	+9
Oriental Sauces	8,607,000	+7	+5
Oriental Noodles & Instant Light Lunches	13,970,000	+4	+0
Regular Packaged Rice	16,505,000	+4	+5
BRITISH COLUMBIA			
Total Frozen Dinners & Entrees including egg/spring rolls & meat pies	102,031,000	+14	+12
Oriental Sauces	11,472,000	+6	+5
Oriental Noodles & Instant Light Lunches	14,173,000	+0	-1
Regular Packaged Rice	19,812,000	+5	7

Source: ACNielson, MarketTrack, Consumer Sales Reports, 52 Weeks to October 6, 2001.

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CA9142	Western Canada Retail Study	12/23/99
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CA0047	HRI Foodservice Sector - Eastern Canada	4/19/00
CA0082	Canada Connect (Matchmaker Program)	6/26/00
CA0127	HRI Foodservice Sector - Western CA	8/25/00
CA0135	Private Label Grocery Opportunities	9/11/00
CA1002	Grocery Innovations Canada	01/04/01
CA1054	SIAL Montreal 2001 Evaluation	04/02/01

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<b>CA2001</b>	<b>Organic Food Industry Report</b>	<b>01/04/02</b>
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